



**2013-2018
COMMUNITY HEALTH IMPROVEMENT
PLAN**



BARRON COUNTY
Wisconsin

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COVER PHOTO CURTOSY OF KIM ROBEL PHOTOGRAPHY
AND THE RUNNING FAR FOUNDATION/HALEY'S COMET RACE

Hello Barron County,

Thrive Barron County has been an evolving partnership between public health, Cumberland Healthcare, Lakeview Medical, Marshfield Clinic, Marshfield Clinic Dental Center, and Mayo Clinic Health System- Northland. These entities started looking at the health of Barron County residents nearly two years ago. Now, in 2013 there are over 25 different organizations and multiple community members that have worked to create this plan to address the top three health priorities that the community chose.

- Chronic Disease Prevention & Management
 - Pre-Diabetes
- Alcohol, Tobacco, and Other Drugs
 - Prenatal Tobacco Use
 - Youth Connectedness to Adults
- Mental Health
 - Promotion and Stigma Reduction
 - Access for Youth

Community Health Action Teams (CHATs) are meeting monthly to work on the goals and objectives you will read about in this plan. Community organizing takes a lot of work, but with the momentum that Thrive Barron County has built, we will continue to grow-in health. I want to thank every individual and organization who continues to keep health a priority.

X

Kelli Engen, RN
Health Officer

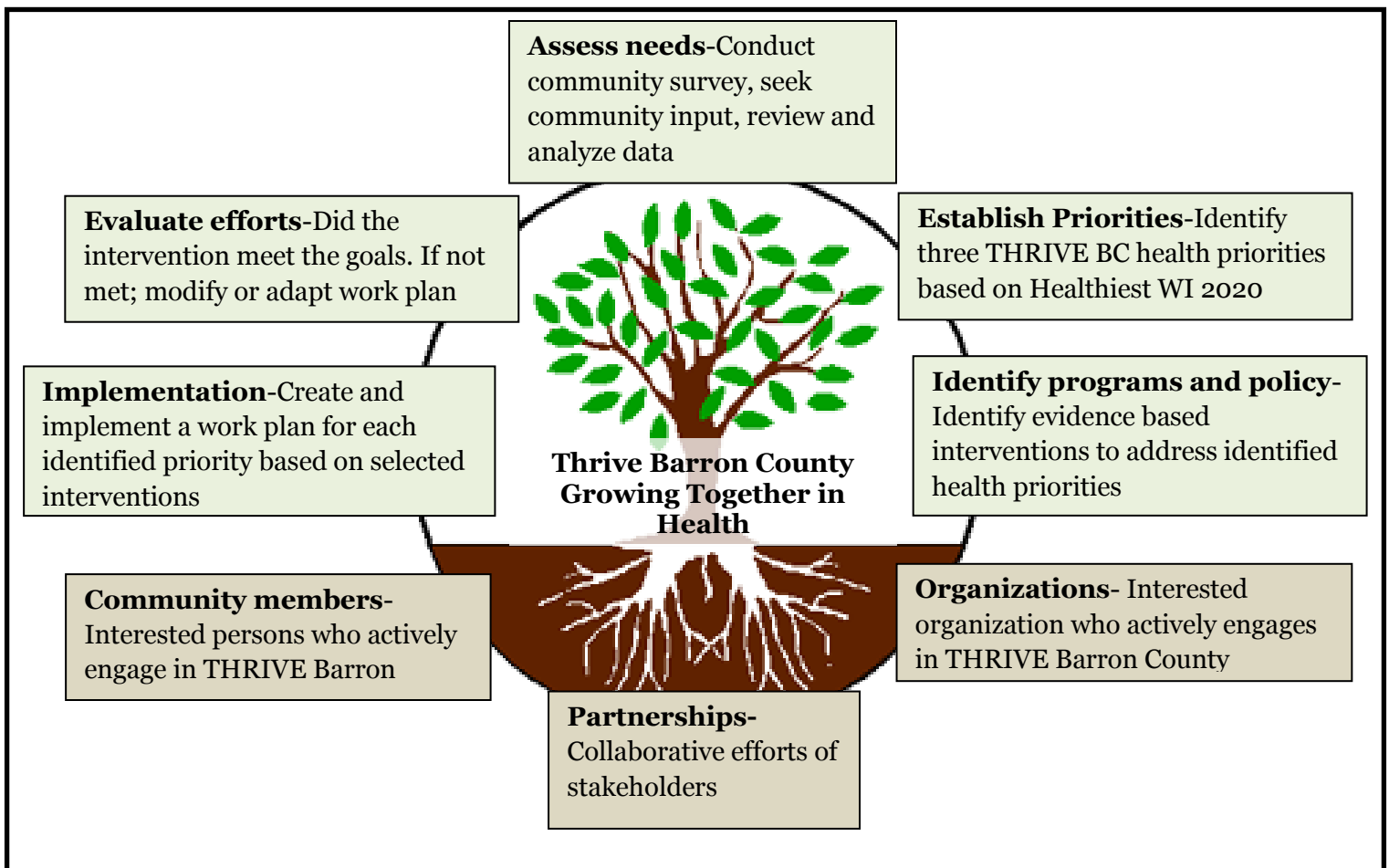


Vision:

Community members and organizations working together to improve the quality of life for everyone in Barron County.

Mission:

Thrive Barron County will work to engage community members and organizations to focus resources and develop and strengthen partnerships to establish sustainable, safe and healthy communities.

Overarching Goals:

Community Health Improvement Plan

Background:

"Since 1993, Wisconsin State Statutes have required communities throughout Wisconsin to develop and implement local health plans to address health conditions impacting their residents. This process has been referred to as the "Community Health Improvement Process" (CHIP); named in part, due to the resulting health status changes in a community and the people who live there" (Wisconsin Department of Health Services, 2012). New in 2011, as part of the Affordable Care Act, all non-profit hospitals must also conduct a community health assessment. Barron County Public Health reached out to all three non-profit hospitals located in Barron County and their clinic systems. The result was all systems working together to identify health concerns and improve the health of Barron County

Steering Committee:

Jolene Anderson, Marshfield Clinic
 Deb Dietrich, Mayo Clinic Health System
 Kelli Engen, Barron County Health Officer
 Jenny Jorgenson, Mayo Clinic Health System
 Lisa Laatsch, Lakeview Medical Center
 Char Mlejnek, Lakeview Medical Center
 Karen Morris, Department of Health Services
 Danessa Sandmann, Lakeview Medical Center
 Laura Sauve, Barron County Public Health
 Sarah Turner, Safe and Stable Families Coalition
 Rebecca Volk, Be Well Barron County
 Anne Wagner, Marshfield Clinic Dental Center
 Joe Willger, Marshfield Clinic
 Bobbi Wyss, Cumberland Healthcare



Steering Committee Meeting

Plan Framework:

The steering committee researched best practices on conducting community improvement processes by reviewing frameworks, talking to the St. Croix County Public Health, and seeking the assistance of the Department of Health Services regional staff. The committee decided to base their assessment and plan on the Healthiest Wisconsin 2020 framework. By using this framework, the Barron County Community Health Assessment and Community Health Improvement Plan will align with health priorities identified by the State of Wisconsin.

Timeline:

May 2011.....	Steering committee formed
May-August 2011.....	Assessment plan developed
August 2011	Data collection begun
March 2012	Electronic/paper survey conducted
June 2012	Initiative gets its own logo and name: <i>Thrive Barron County, Growing Together in Health</i>
September 2012	Community meeting to identify Health Priorities
October 2012.....	Community meeting to begin developing the health improvement plan

Community Meetings:

The first community meeting was held to share information on the twelve health priorities, discuss resources and gaps for each, identify the top three Barron County health priorities, and develop community health action teams (CHAT's).

The second community meeting featured training by Dorothy Chaney, Wisconsin Community Health Alliance. The action teams were given training and time to work on developing a problem statement, root cause analysis, strategies for community change, logic models, and writing SMART Objectives (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**ime-Oriented Objectives).

The community was invited to the community meetings through multiple means including:

- Personal invitation.
- Press releases and paid advertisements in all five area newspapers.
- Online advertising through county and partner websites.
- Area radio talk shows: the Amber Gonske Show on Sept. 18th and the Sally B Show on Sept. 19th.



Please RSVP to Laura Sauve
by September 5, 2012:
laura.sauve@co.barron.wi.us
715-537-6109

We need your help!

Help shape the direction of Barron County health priorities to improve the wellness of all residents. Be a part of making Barron County healthier, happier and safer.

Wednesday, September 26, 2012

9 am – 4 pm

Part 1: Prioritize top health concerns

Snacks and lunch provided

Wednesday, October 10, 2012

10 am – 4 pm

Part 2: Plan health improvement initiatives

Snacks and lunch provided

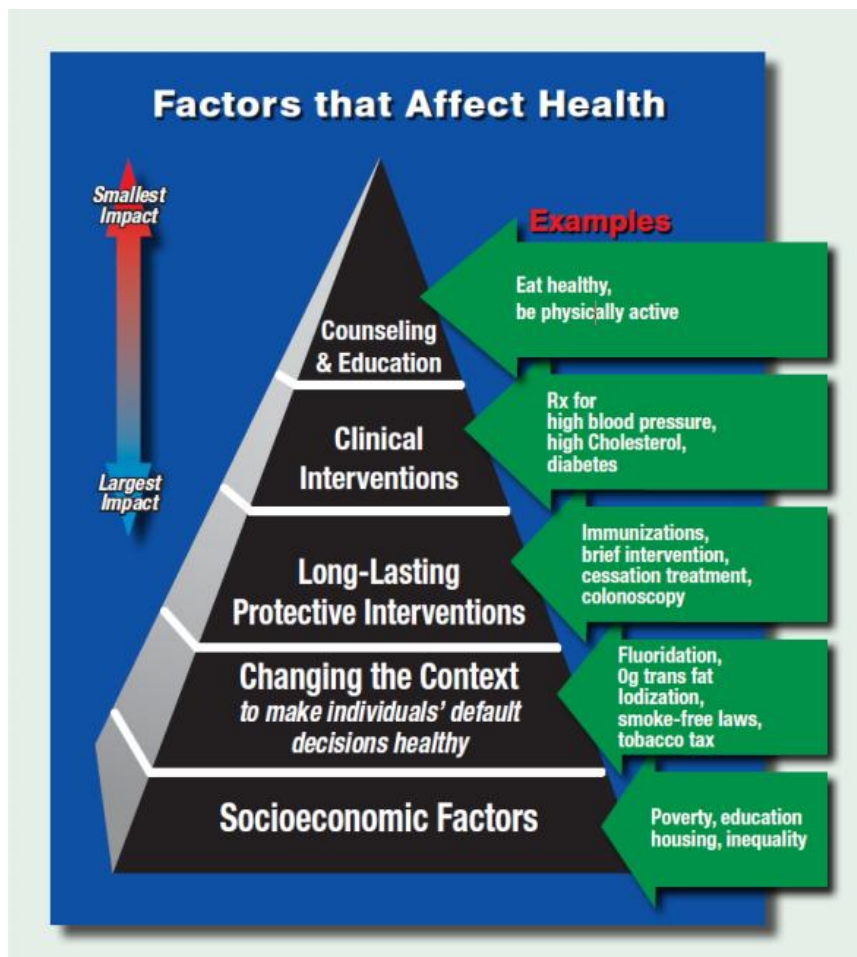
Both meetings to be held at:
Barron County Government Center
335 East Monroe Avenue, Barron, WI 54812

In Partnership with:



Almost 100 people attended the prioritization meeting on September 26, 2012 and over 50 people attended the planning meeting on October 10, 2012.

Planning Community Health Improvement Initiatives:



This illustration from the Centers for Disease Control and Prevention shows the different types of factors that influence health outcomes and their potential impact.

While counseling, education, and clinical interventions are the primary focus of most health interventions, the factors found at the base of this pyramid have the largest impact on the majority of people.

Participants in the planning process were asked to look at both individual interventions and interventions targeting the *environment and context* of health choices.

Focus Areas and Goals for Thrive Barron County:



Alcohol, Tobacco & Other Drugs

- Increase the number of pregnant women who do not use tobacco
- Promote youth connectedness to adults



Chronic Disease Prevention & Management

- Increase the identification of pre-diabetes
- Promote health behaviors that decrease the development of type II Diabetes



Mental Health

- Increase youth access to mental health services
- Increase the awareness and recognition of mental health needs while decreasing stigmas associated with mental illness
- Increase access to existing mental health services to prevent crisis

Alcohol, Tobacco, and Other Drugs

What is it?

“Alcohol and other drug use means any use of a substance, or uses of substances, that results in negative consequences” (Wisconsin Department of Health Services, 2010). The Thrive Barron County action team working on alcohol and other drugs also chose to include tobacco use and exposure even though the state health plan puts tobacco in a separate category.



Why are we concerned?

- The percent of motor vehicle crashes with alcohol involved in Barron County from 2006-2010 was in the top third of all Wisconsin counties (Wisconsin Department of Transportation, 2012).
- Adult binge drinking in our region of Wisconsin remains higher than the state and national average. Binge drinking is known to increase alcohol related harms including car crashes, falls, burns, drownings, domestic violence, etc. (Centers for Disease Control & Prevention, 2012).
- Past 30 day use and lifetime use of marijuana among Barron County High School students is lower than use rates in Wisconsin and the United States (Barron County Youth Risk Behavior Surveillance Survey, 2010). However, fewer Barron County youth are viewing marijuana as harmful. This perception that marijuana is less harmful is likely to lead to increased use.
- Barron County youth who self report grades of mostly D's and F's are twice as likely to have used alcohol in the past 30 days and to have binge drank during that time than youth reporting mostly A's and B's (Barron County Youth Risk Behavior Surveillance Survey, 2010).
- The percent of Barron County pregnant women who use tobacco during their pregnancies has consistently been higher than the rest of Wisconsin. In 2009, 22% of pregnant women in Barron County used tobacco vs. 14% in Wisconsin (Wisconsin Dept. of Health Services,).
- Low income women enrolled in the Barron County WIC program from 2007 to 2009 that used tobacco during the last three months of their pregnancy was close to or more than double the rate in the rest of the United States (Wisconsin Department of Health Services., 2011).



What are our overall goals?

1. By December 2018, decrease the number of Barron County youth reporting mostly D's and F's who report alcohol use in the past 30 days.
2. By December 2018, reduce the rate of tobacco use in pregnant women, especially those of low socioeconomic status.

How will we know we are making progress?

- Indicator 1.1: Increase youth perception of caring adult involvement by 5% (source: 2018 Youth Risk Behavior Surveillance Survey, Boys & Girls Clubs National Youth Outcomes Initiative Survey).
- Indicator 1.2: Decrease the number of students reporting grades of mostly D's and F's who report alcohol use in the past 30 days (source: Youth Risk Behavior Surveillance Survey).
- Indicator 2.1: Increase the number of Barron County agencies offering the First Breath Tobacco Cessation program (source: provider reports).
- Indicator 2.2: Increase the number of Barron County pregnant women enrolled in the First Breath Tobacco Cessation Program (source: WI Women's Health Foundation First Breath Enrollment Report).
- Indicator 2.3: Decrease the number of pregnant women reporting tobacco use during pregnancy (source: WISH data query system).

Who is involved?

Barron County Public Health
Barron County Restorative Justice Programs
Barron County Safe & Stable Families Coalition
Barron County Sheriff Department
Boys & Girls Clubs of Barron County
Community Members
Cumberland Health Care
Marshfield Clinic and Lakeview Medical Center
Mayo Clinic Health System
The Pregnancy Help Center

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."
- Margaret Mead.

What Can You Do?

Reducing alcohol, tobacco and other drug use and their related harms is a complex task that will take the entire community's involvement. Consider what you can do in your daily life at home, at work or school, and in your community. Don't forget to connect with others working on the issue and share your ideas with friends, family, co-workers, and policy makers.

Individuals and Families

- Educate yourself and your family about alcohol, tobacco and other drug use.
- Discourage all use of alcohol, tobacco, and drugs by youth.
 - Talk to the youth in your life and tell them that you do not want them to use alcohol, tobacco or other drugs. A caring adult asking youth not to use these substances is the number one reason youth state they do not use.
 - Spend time with the youth in your life. Teach them a hobby, eat meals together, and be available for them.
 - Secure alcohol, tobacco, and prescription drugs in your home so they cannot be taken and used by youth.
- Support businesses that promote responsible alcohol use.
- Encourage people to seek help when alcohol and drugs are affecting themselves or their loved ones.

Businesses and Organizations

- Support the efforts of the Safe & Stable Families Coalition to decrease youth substance use.
- Adopt and implement policies and practices that reduce excessive drinking leading to intoxication and underage drinking.
- Discourage alcohol sales and use at youth oriented events.
- Provide information and services on alcohol and other drug use assistance programs.
- Encourage tobacco cessation programs.

**Communities and Systems**

- Adopt policies that discourage abuse such as alcohol outlet density limits, increased taxes on alcohol and tobacco, and strict student activity codes.
- Increase consequences for those found operating a vehicle under the influence.
- Support the efforts of law enforcement to enforce existing alcohol and drug related laws.
- Monitor behaviors and take action when alcohol outlets fail to comply with alcohol related laws.

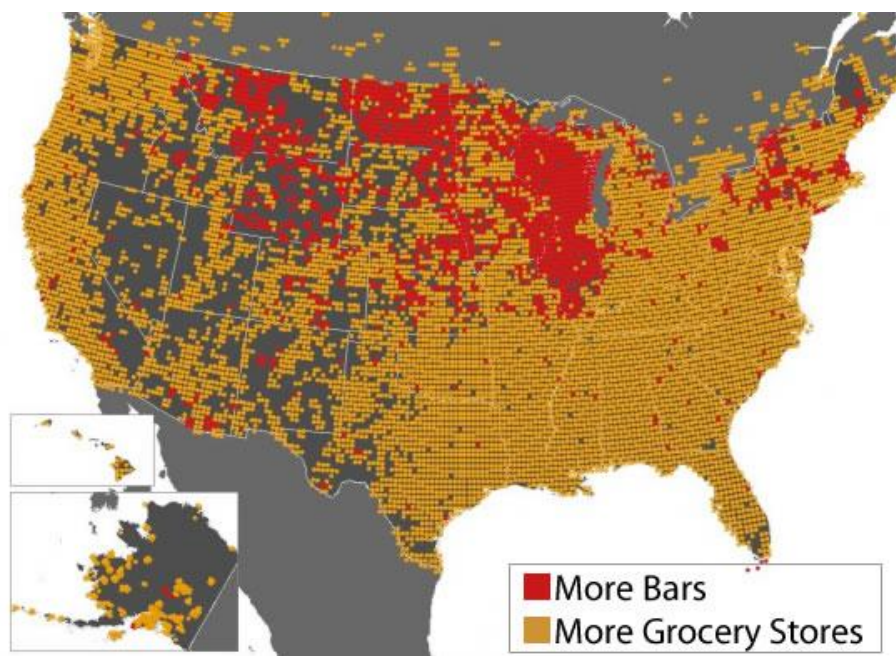
Where Bars Trump Grocery Stores

Photo credit: <http://flowingdata.com/2010/03/02/where-bars-trump-grocery-stores/>

Chronic Disease Prevention & Management

What is it?

In general terms, chronic diseases are defined as illnesses that last a long time, do not go away on their own, are rarely cured, and often result in disability later in life (Wisconsin Department of Health Services, 2010). Examples include: diabetes, arthritis, asthma, cancer, and heart disease.

Why are we concerned?

- Four of the top five leading causes of death in Barron County in 2009 were chronic disease related (Wisconsin Department of Health Services, Division of Public Health, Office of Health Informatics, 2011).
- “Four modifiable health risk behaviors—lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption—are responsible for much of the illness, suffering, and early death related to chronic diseases” (Centers for Disease Control and Prevention, 2012).
- Barron County has high levels of obesity, lack of physical exercise, tobacco use and excessive drinking.
- In 2009, 34% of Barron County residents 20 years and older were estimated to have pre-diabetes and 9% of adults were estimated to have type II diabetes (Wisconsin Department of Health Services, September 2011).
- In 2009, the direct and indirect costs of diabetes in Barron County adults were estimated at \$52.4 million (Wisconsin Department of Health Services, September 2011).

What is our overall goal?

1. By 2018, maintain or decrease the number of Barron County residents who have pre diabetes and type II diabetes.



How will we know we are making progress?

Indicator 1.1: State reports on diabetes will show maintained or decreased prevalence of pre diabetes and type II diabetes (source: Wisconsin Department of Health Services).

Indicator 1.2: Raise awareness of pre-diabetes and type II diabetes among residents (source: number of public outreach messages).

Indicator 1.3: Increase the number of residents screened at free “Know Your Numbers” events from 2013 to 2018 (source: numbers of attendees screened at annual events).

Who is involved?

Barron County Public Health
 Barron County Safe & Stable Families Coalition
 Barron County Office on Aging
 Barron County Aging and Disability Resource Center
 Mayo Clinic Health System
 Cumberland Health Care
 Marshfield Clinic and Lakeview Medical Center
 Cooperative Educational Services Agency #11 (CESA)
 Community Members

What Can You Do?

Diabetes is a complex disease that must be taken with serious concern. Living with Diabetes can be stressful, depressing, inconvenient, and physically debilitating, among other feelings that lead people to feel hopeless. Identification of pre-diabetes is essential to better long term outcomes. Life style changes and living in balance with regular exercise, healthy diet, and possibly medications are effective interventions for pre-diabetes.

Individuals and Families

- Educate yourself and family members of the risk factors that lead to diabetes.
 - Body Mass Index (BMI>25)
 - Family History
 - Over 60 years old
- Move More
 - Get 150 minutes of moderate physical activity per week (National Center from Chronic Disease Prevention and Health Promotion, CDC , 2012)
 - Limit use of electronics
 - Take walks
- Maintain a healthy weight
- Ask your doctor about pre diabetes or diabetes and if you could be at risk
 - Talk with your doctor about regular screening

Businesses and Organizations

- Explore worksite wellness initiatives
- Encourage physical activity during breaks
- Encourage healthy snack options
 - Vending machines
 - Potluck / Celebrations
- Support early identification of chronic disease such as diabetes

Communities and Systems

- Support initiatives that make communities more active
 - Sidewalks, walking trails,
- Support increased physical activities in our schools
- Support Preventive Care Practices for diabetic and pre diabetics (National Center from Chronic Disease Prevention and Health Promotion, CDC , 2012)
 - A1C 2x's per year
 - Annual flu vaccine
 - Annual foot and eye exams



Hopscotch opportunity courtesy of Blue Hills Chiropractic Clinic in Cumberland.

What is it?

2010).

- Mental and physical health are closely connected, and the statement "there is no health without mental health" accurately summarizes the relationship between the two (WI Department of Health Services, 2010).
- Barron County residents reported an average of 3.6 mentally unhealthy days each month compared with 3.0 in Wisconsin (Robert Wood Johnson Foundation, 2012).
- Approximately 20 percent of the population experiences a mental health problem during a one-year period (WI Department of Health Services, 2010).
- Cumberland Healthcare serves a thirteen county area and closed their inpatient and outpatient units on 12/31/12.
- The number of calls, face to face contacts, and emergency detentions reported by Barron County's crisis line has steadily increased from 2010 to 2012. The total number of crisis calls increased from 630 in 2010 to 1047 in 2012. This was a 66% increase in crisis calls in three years.
- The number Barron County youth responding yes to the question "during the past 12 months, did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities," was 16.7% for high school students and 17.9% for middle school students. (Source: Youth Risk Behavior Surveillance Survey given to 2,259 Barron County middle and high school students, October 2012.)



1. By December 2018, increase youth access to mental health services in public schools.
2. By December 2018, increase the awareness and recognition of mental health needs while decreasing stigmas associated with mental illness.
3. By December 2018, decrease the number of mental health crisis needing emergency detention by 5%.

How will we know we are making progress?

Indicator 1.1: Increase the number of mental health providers with certified satellite offices in Barron County schools (source: Barron County schools and mental health providers and Department of Safety and Professional Services).

Indicator 2.1: Increase the number of mental health outreach activities directed at the general public (source: log of activities, press releases, posters placed in the community, etc.).

Indicator 2.2: Promote the early recognition of mental health signs and symptoms through offering the National Alliance on Mental Illness “Teachers and Parents as Allies” curriculum in the schools (source: number of school staff trained in the curriculum).

Indicator 2.3: Increase the recognition of signs and symptoms of mental distress and promote employee assistance programs in Barron County worksites (source: employers trained through Be Well Barron County’s Excel with Be Well Worksite Wellness Program).

Indicator 3.1: Barron County Crisis line calls will show a decrease in calls requiring emergency detention (source: log provided by the contracted crisis line provider).

Who is involved?

Barron County Aging & Disability Resource Center
Barron County Behavioral Health/Adult Protection Program
Barron County Children Services Program
Barron County Community Support Program
Barron County Public Health
Barron County Restorative Justice Programs
Barron County Safe & Stable Families Coalition
Barron County Youth & Family Program
Benjamin’s House Emergency Shelter
Churches
Community Members
Cumberland Health Care
Mayo Clinic Health System
National Alliance on Mental Illness
New Directions 2000, Inc. Mental Health Peer Support Recovery Center
Private Mental Health Providers
Schools
Turtle Lake Police Department

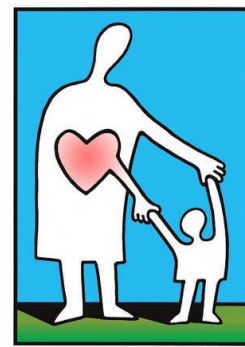
“Teamwork is the ability to work together toward a common vision. It is the fuel that allows common people to attain uncommon results.”
-Andrew Carnegie

What Can You Do?

Mental illness is regarded as socially unacceptable by the majority of people. It has a stigma or shame attached to it that other illnesses do not share. Often we view mental illness as a personal weakness. No one would dare tell someone with cancer to “get over it” so why would we do this with a brain disorder such as depression or addiction? We can all start decreasing this stigma by educating ourselves about mental illness and viewing mental illness as we view other illnesses such as cancer, heart disease or diabetes.

Individuals and Families

- Educate yourself and your family on the signs, symptoms, and causes of mental illness.
- Encourage those close to you to seek assistance from trained professionals for mental health signs and symptoms as needed.
- Build a healthy support network of family, friends, neighbors, and co-workers for yourself and your family.
- Participate in healthy behaviors such as regular exercise, adequate sleep and good nutrition, don't use tobacco, and limit alcohol. These behaviors can help support positive mental health.
- "Work to make sure children feel comfortable talking about problems such as bullying and seek appropriate assistance as needed" (US Department of Health & Human Services, 2011).



Businesses and Organizations

- "Implement organizational changes to reduce employee stress (e.g., develop clearly defined roles and responsibilities) and provide reasonable accommodations (e.g., flexible work schedules, assistive technology, adapted work stations)" (US Department of Health & Human Services, 2011).
- "Ensure that mental health services are included as a benefit on health plans and encourage employees to use these services as needed" (US Department of Health & Human Services, 2011).
- "Implement programs and policies to prevent abuse, bullying, violence, and social exclusion, build social connectedness, and promote positive mental and emotional health" (US Department of Health & Human Services, 2011).
- "Implement programs to identify risks and early indicators of mental, emotional, and behavioral problems among youth and ensure that youth with such problems are referred to appropriate services" (US Department of Health & Human Services, 2011).

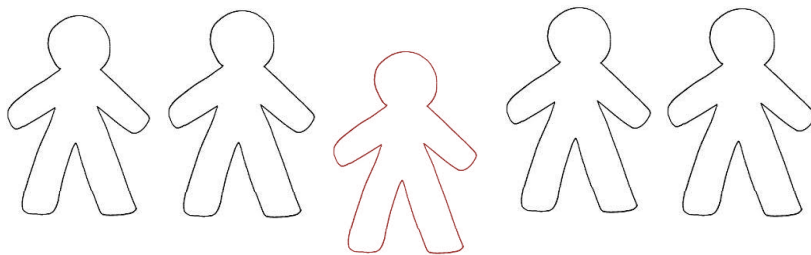
Communities and Systems

- "Promote positive early childhood development, including positive parenting and violence-free homes" (US Department of Health & Human Services, 2011).
- "Facilitate social connectedness and community engagement across the lifespan" (US Department of Health & Human Services, 2011).
- "Promote early identification of mental health needs and access to quality services" (US Department of Health & Human Services, 2011).



New Directions 2000 Inc. is a *non-profit organization* that operates as a recovery support drop-in center for people with mental health concerns generally residing in the Barron and Washburn Co. area.

One out of every five people in Wisconsin is estimated to have a mental health concern.



**Could this person be you? It's ok to seek help.
Barron County Mental Health/Suicide Crisis Hotline– 1-888-552-6642**

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Thrive Barron County welcomes concerns, comments, and input on this document from the community.

Please contact us at:

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335 E. Monroe Avenue, Room 338
Barron, WI 54812

or

Kelli Engen, Health Officer, 715-537-6111, kelli.engen@co.barron.wi.us

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